Manhattan Cable Television

As a forerunner in urban cable television, Manhattan Cable TV welcomes your interest in our company.

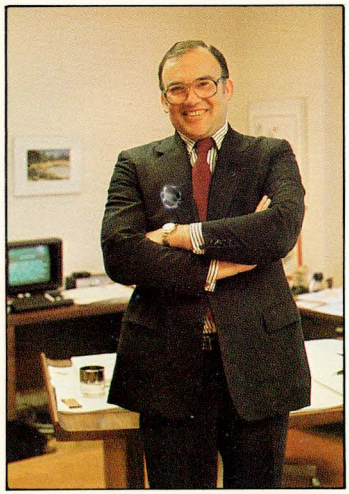
We have worked long and hard to build a satisfied consumer base in New York as well as provide a design for the future that is aggressive in providing the maximum number of services to our subscribers and the most modern state-of-the-art technology.

Through the past year, with the complete backing of our parent companies, Time Inc. and American Television and Communications, we have worked to achieve both goals.

We intend that our franchise area in Manhattan will be served by a cable system second to none, and that the quality of life in this, our neighborhood, will be heightened by our efforts. But the future success of cable television in New York City depends upon the interest of both its concerned citizens and leaders and the dedicated efforts of Manhattan Cable TV.

Sincerely,

John F. Gault
President



John Gault, a veteran of 20 years in the cable industry, became Manhattan Cable Television's president in 1980. Previously associated with three cable companies in an executive capacity, he is a past director of the New York State Cable Television Association, past chairman of the National Cable Television Association's Utility Relations Committee and its Ethics Committee. He is the recipient of several industry awards for the development of public access and public service programming and for other services developed for ATC systems.

Manhattan Cable TV
A Brief History

Manhattan Cable TV's entrance into the communications and economic capital of the world actually began in 1970 with the awarding of the first New York City franchise for cable TV operations. From 86th Street on the East side and 79th Street on the West side, south to Battery Park, Manhattan Cable began providing the first in innovative home entertainment alternatives in New York.

The City presented a challenge to Manhattan Cable largely due to the sophisticated requirements of plant construction. Under the streets and high rises of New York, a complex system of cable and distribution equipment was designed, built and installed. Costing millions of dollars, this intricate undertaking exemplified, early on, Manhattan Cable's commitment to bring the city state-of-the-art cable TV service. Further, this pioneering effort in urban cable TV operation promised to place Manhattan Cable in the responsible posture as innovator, and leader in a still infant industry.

By year end 1970, 26,000 subscribers testified to the attractiveness of new programming. A key factor in this initial success was the tremendously increased picture quality, still a major factor in cable TV service today.

Commitment to innovation and leadership did not stop with construction and picture quality. In 1971, Manhattan Cable began exclusive coverage of Knicks' and Rangers' games, another first in urban cable TV service. Understanding that alternative programming was the future of cable TV, Manhattan Cable dedicated itself to providing what New York wanted.

That same year, two Public Access channels were launched giving the citizens of Manhattan their first opportunity to "use" the medium of TV for the benefit of the community. Channel 10, Manhattan Cable's own origination channel was also born cablecasting numerous programs to subscribers, including "New York: Live" which won a New York Emmy.

The future of cable TV in New York was strengthened greatly in 1973 when Manhattan Cable TV became a wholly owned subsidiary of Time Inc. The next year, 1974, brought the introduction of Home Box Office, the first premium entertainment service to subscribers. The broad appeal of HBO's uncut and commercial free movies helped Manhattan Cable TV more than double its subscriber base. By year end, 60,000 Manhattan families were viewing cable TV.

Programming continued to be the focal point of Manhattan Cable's growth. In 1976, Channel J, the first public leased access channel in the nation was inaugurated, allowing local producers to purchase time for e modest sum and sell commercial time on their programs. As a result, local small businesses began to see the value of affordable video advertising.

City Channel L was launched as a community access forum that same year. With sole financial support of over half a million dollars provided by Manhattan Cable TV in capital equipment and operating expenses, Channel L has been able to sustain itself as one of the few ongoing municipal access channels in the country.

Time Inc. acquired the second largest multiple cable system operation in the country in 1978, American Television and Communications Corporation, which serves over one million subscribers. ATC brought ten years of respected cable TV operation experience into the Manhattan picture.

Milestones were achieved in 1979 when Manhattan Cable TV celebrated its 100,000th subscriber connection and again on December 23, 1980 when the subscriber level surpassed 120,000.

Ten years of dedicated service led to tremendous growth for Manhattan Cable TV. The commitment for continued development of home entertainment and information services brings Manhattan Cable TV to the 80's, ready to accept new challenges and aggressively moving to fulfill new subscriber needs.

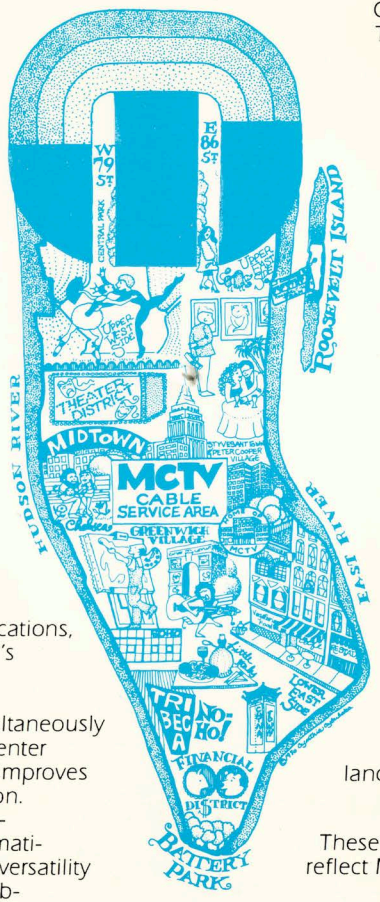
Manhattan Cable TV
Today

Manhattan Cable TV is today, the largest single urban cable TV system in America, with over 300 miles of cable passing nearly 350,000 homes and serving over 120,000 subscribers. Over 1,000 bars, restaurants and businesses and some 10,000 hotel rooms now receive our service.

The system also has the capacity for two-way interactive communications. In addition, the system provides two-way data and video service throughout its franchise in Manhattan. In this dynamic marketplace of New York City, innovation and change are characteristics of growth. Manhattan Cable TV is growing.

The present system has been upgraded to carry nine additional channels bringing to 35, the number of channels Manhattan Cable TV can use for subscriber services in the future. These new channels will be available for basic, premium and two-way addressable services. These technological advances have again placed Manhattan Cable TV in an innovator's role.

A million dollar automated transmission center, custom built to the most modern specifications, has been added to serve Manhattan Cable's TV's subscribers. The transmission center, the most sophisticated facility of its kind in the nation, permits monitoring of every cable channel simultaneously to insure the best possible picture quality. The center is controlled by a computer system that greatly improves the efficiency of the entire transmission operation. It also creates an efficient method for local businesses to have their commercials inserted automatically into specific channels. Combining quality, versatility and efficiency, the transmission center serves subscribers well.



Operations activities have been enhanced too. The new computerized on-line and telephone system capability allows a business representative to instantaneously view on a display screen, complete details of a subscriber account. An early warning system procedure quickly pinpoints cable outages in a building, block or area, allowing service to be restored in a very efficient manner. Immediate access to both subscriber and service information increases the ability to service subscribers.

The computerized telephone system controls work flow and cuts average answering time to less than 30 seconds. The on-line tie in permits scheduling of new installations and service calls to be handled in a very short period of time... all to the advantage of the cable subscriber.

Other company innovations include the continued development of data communications and security surveillance systems. Data services are being provided now to many New York businesses. The Manhattan Cable data communications service outperforms the traditional data services and most impressively, costs less.

Security services are provided to residents of Roosevelt Island. The security for Roosevelt Island's system includes surveillance cameras, voice communications equipment and latch doors in lobbies.

These advances in technology and customer service reflect Manhattan Cable's commitment to bring New York the best in home entertainment, auxiliary services and customer service.

Manhattan Cable TV
Corporate Services

Security and Surveillance

Over the years, Manhattan Cable has applied cable technology to better serve its community. In 1977, a fully computerized security and surveillance system was developed and constructed to meet the needs of the Urban Development Corporation building project on Roosevelt Island. This innovative use of broadband coaxial cable technology was designed in such a way that while it presently provides ground level security and emergency services, it also can be upgraded to provide even more intensive service. Apartment security and energy management, for example, can be readily adapted to future software as technology is developed.

Because of the success of this system and the flexibility of its features, Manhattan Cable TV is continuing to develop its security system designs which may incorporate intercoms, devices for determining smoke, intrusion and panic conditions, video cameras at each lobby door and much more.

With expanded channel capacity, Manhattan Cable TV can utilize the system for other innovative services such as home banking, financial management assistance and at-home shopping.

Data Transmission

In 1973, Manhattan Cable TV introduced the first cable data transmission circuit in New York City. The circuit linked two locations of Bankers Trust Company in downtown Manhattan by coaxial cable and a new type of modem that was developed cooperatively by Manhattan Cable TV's engineers and an independent manufacturer. Since then, the company has continued to perfect the development of data transmission by cable. Today, more than 170 data circuits are serving the needs of such prestigious clients as The Chase Manhattan Bank, N.A., Manufacturers Hanover Trust Company and Bankers Trust Company.

Advertising

Cable advertising provides a medium like no other--it offers the impact of television and the selectivity of magazines at the cost of radio. And Manhattan Cable TV offers the advertising community a market like no other. From Greenwich Village to the upper East side, from the financial and theatre districts to Soho and Chinatown, Manhattan Cable TV's subscribers represent the diverse ethnic, religious and political groups that give local advertisers the ability tc target-market their messages.

Manhattan Cable TV
Programming

Cable TV's success in any marketplace is based primarily on its alternative programming choices. The level of sophistication in New York requires even greater entertainment options.

Manhattan Cable TV is proud of its existing channel lineup. Diversity, quality and interest characterize the cable dial.

Satellite distribution has been the focal point of new alternatives. From this source, Manhattan Cable offers:

Home Box Office (HBO)
The leader in premium home entertainment cable service offering first run, uncut, commercial free movies, specials and sports.

Cable News Network (CNN)
Innovative, live, 24 hour-a-day news developed exclusively for cable viewers.

Entertainment and Sports Programming Network (ESPN)
First and only 24 hour-a-day sports network exclusively offered on cable.

WTBS-Atlanta
Famed "Super Station" offering 24 hour-a-day entertainment, news and sports. WTBS has the largest film library of any television station in the U.S. and is offered exclusively on cable outside of Atlanta.

Cable Satellite Public Affairs Network (C-SPAN)
Live coverage of the U.S. House of Representatives from Washington, D.C. created by the cable industry as a national public service network.

Black Entertainment Television (BET)
New cable exclusive service featuring black performers and sports programming aimed at a specialized audience.

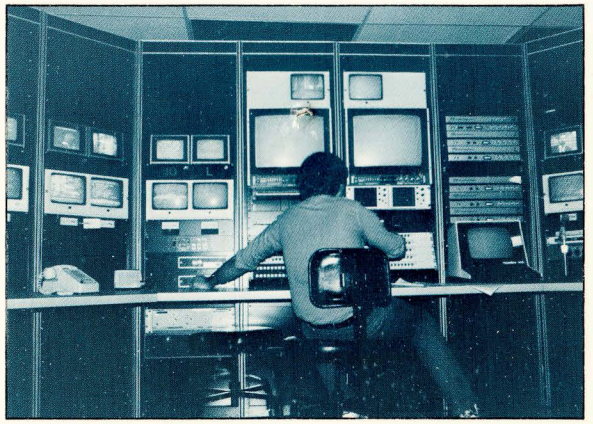
USA Network (USA)
Featuring a tremendous selection of live sporting events from New York and around the world exclusively for cable viewers.

Manhattan Cable TV's commitment to local community programming has always been significant to the New York market. The company leads the industry in access and local origination programming including:

Public Access
The commitment to put "TV in the hands of the community" has been a reality in Manhattan for the past decade. Manhattan Cable TV distributes to subscribers over 700 hours per month of programming from more than 250 producers. Manhattan Cable TV's three access channels provide

thousands the opportunity to present their work to an audience otherwise unavailable to them. Any individual has the opportunity to submit a tape. A recent example is "Kid News" with Mark Schickman, a 12-year old access producer, who has been widely covered by national media after his program debuted on access in Manhattan.

Leased Access Programming is another community video outlet. Producers buy program time for a very modest fee and can seek sponsors to help offset their production costs.



Municipal Access

This is New York City's own cable channel. With over 100 hours of programming each month, this channel serves as a forum for city officials, agencies, museums and community boards to speak directly to their constituents. Solely supported by Manhattan Cable TV, this government access channel has served as a model for the rest of the nation.

Local Origination

Manhattan Cable TV's channel 10 is totally programmed by the company. Locally originated programming consists of many choices including: The noted "English Channel" series; "Womenvision"; award-winning children's programming featuring "Calliope"; film classics; Knicks' and Rangers' home games; and even College Courses for credit. Recently, "Good Night, New York" produced a talk show signed for the deaf that has been nominated for a New York Emmy.

Additional Programming

Manhattan Cable TV carries all local network and independent stations. In addition, the channel line-up includes a daily video program guide, a Spanish language newswire, a racing wire and round-the-clock financial, sports and news services.

The 26 channels available now are just a forecast of things to come. With new cable programming on the upswing, additional channels carrying new services are the look of the future.

Manhattan Cable TV
New Developments

Manhattan Cable TV's commitment to provide the best available in entertainment programming and information services is apparent by looking at the new developments now taking shape.

ADDRESSABLE CONVERTERS

The 80's have been labeled the "Decade of Addressability" within the cable industry. In 1981, Manhattan Cable TV will introduce one of the newest technological developments in converters––"the tiered addressable converter." This channel selector allows the company to offer special services to subscribers on an individual basis. Thus a subscriber deciding to change, add or delete services can be accommodated without an actual service visit.

The addressable converter will offer the flexibility of separate programming from each community board planning district, the opportunity for time-shared teleconferencing among neighborhoods and subscriber programming selections on a per program basis.

FIBER OPTICS

Another new technological breakthrough is the use of fiber optics in place of conventional coaxial cable. Manhattan Cable TV has been a forerunner in its use of this technology, with the longest running fiber optic cable in the world... 5.5 kilometers that is used to carry all audio and video signals from our transmission room to our headend distribution facility. Fiber optic cable will carry more signals with less interference and require less maintenance than traditional coaxial cable.

EARTH SATELLITE RECEIVE FACILITY

Installation of an earth receive facility will also occur in 1981. Capital expenditures have been approved and site selection is in progress. This new facility will give Manhattan Cable TV the greatest flexibility in choosing among the ever increasing array of cable satellite programming.

MOBILE VAN

"The City is our Studio" concept being developed by Manhattan Cable TV will be realized by taking "the studio to the people." In 1981, Manhattan Cable TV will provide new local programming support. Manhattan Cable TV will cover certain local events on a regular basis with the use of the mobile van; a complete portable studio filled with state-of-the-art equipment.

NEW SERVICES

In the spring of 1981, two new premium services will be added to the Manhattan Cable TV channel line-up, Cinemax and Showtime.

Cinemax –A newly created 24-hour-a-day premium movie and entertainment service which features programming geared towards women between 10AM and 3PM; children between 4PM and 8PM; and after 8PM, a broad

range of film entertainment... all uncut, unedited and without commercial interruption. Diversity is the key to the Cinemax offering.

Showtime – A premium entertainment service offering varied programming alternatives, all uncut and commercial free. Showtime offers 24-hour viewing on weekends and includes such unique categories as: "Appearing Tonight" (variety showcases), "Broadway on Showtime" (on and off Broadway performers), "On Stage" (concerts) and "Carousel" (family fare).

YESTERDAY...TODAY...TOMORROW...

Manhattan Cable TV prepared this brochure to answer many of the questions about the past, present and future of cable TV in New York. Manhattan Cable TV has been an innovator in urban cable throughout the past decade and intends to maintain this record in the future.

Manhattan Cable TV sincerely thanks the more than 120,000 subscribers who presently enjoy their service.

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